

FIG. 1

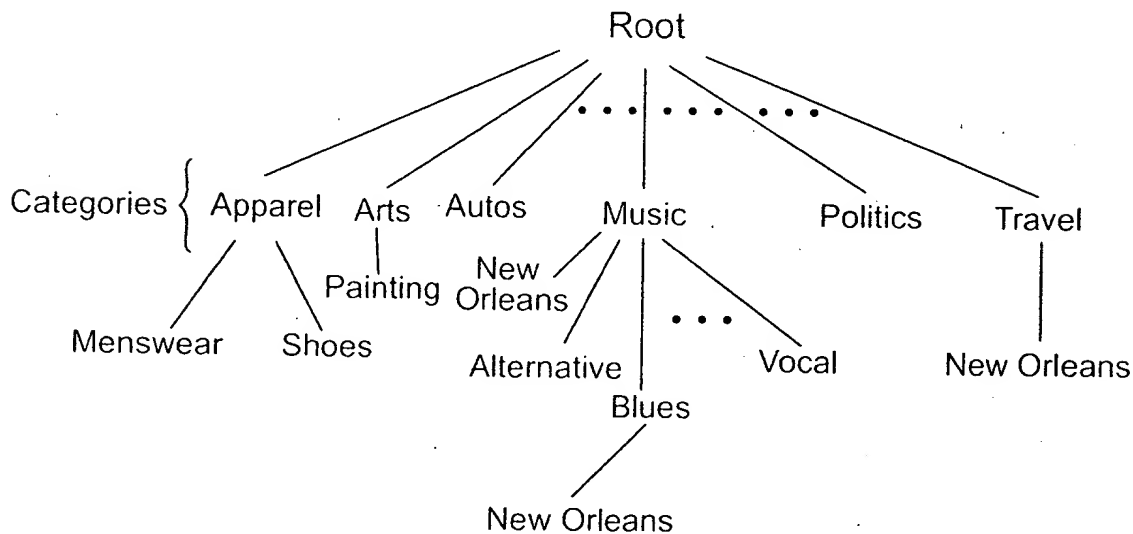


FIG. 2

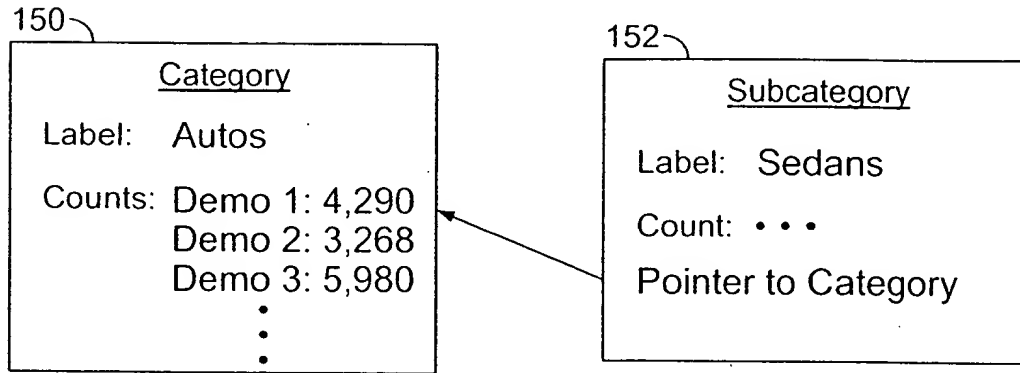


FIG. 3A

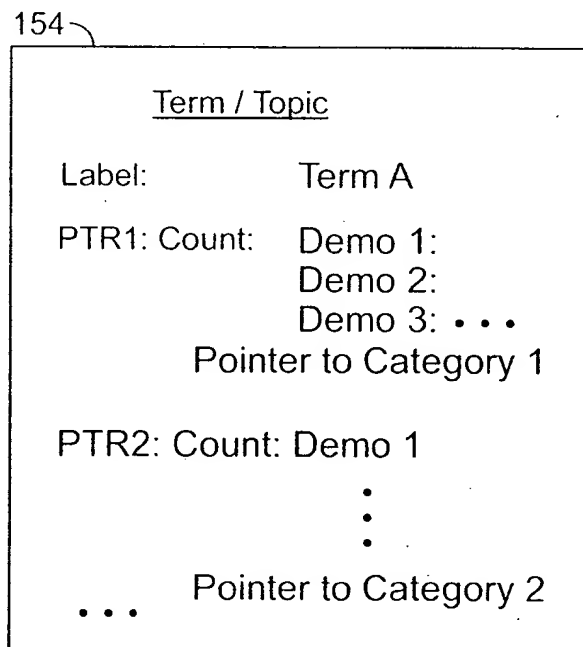


FIG. 3B

REPLACEMENT SHEET

Title: TRAFFIC STATISTICS MONITORING SYSTEM
WITH TRACKING BY CATEGORIES AND TERMS
Inventor(s): Janice YOO et al.
Application No.: 09/654,405
Docket No.: 324212008100

Sheet 3 of 15

	Day 1	Day 2	...	Day K
150	Category 1 Category 2	Category 1 Category 2		Category 1 Category 2
152	⋮	⋮	...	⋮
	Category N	Category N		
154	Term 1 Term 2	Term 1 Term 2		
	⋮	⋮		
	Term M	Term M		

FIG. 4

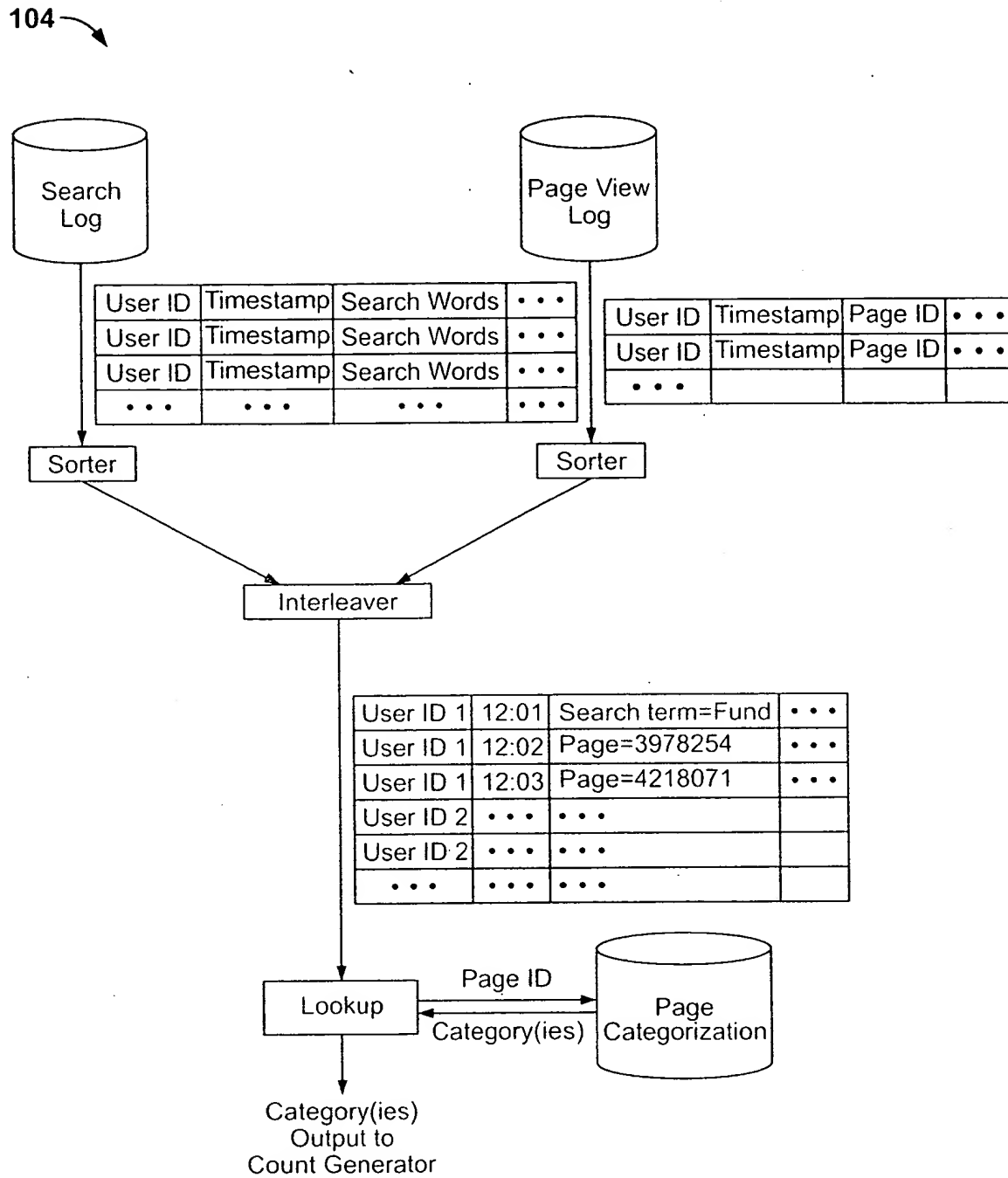


FIG. 5

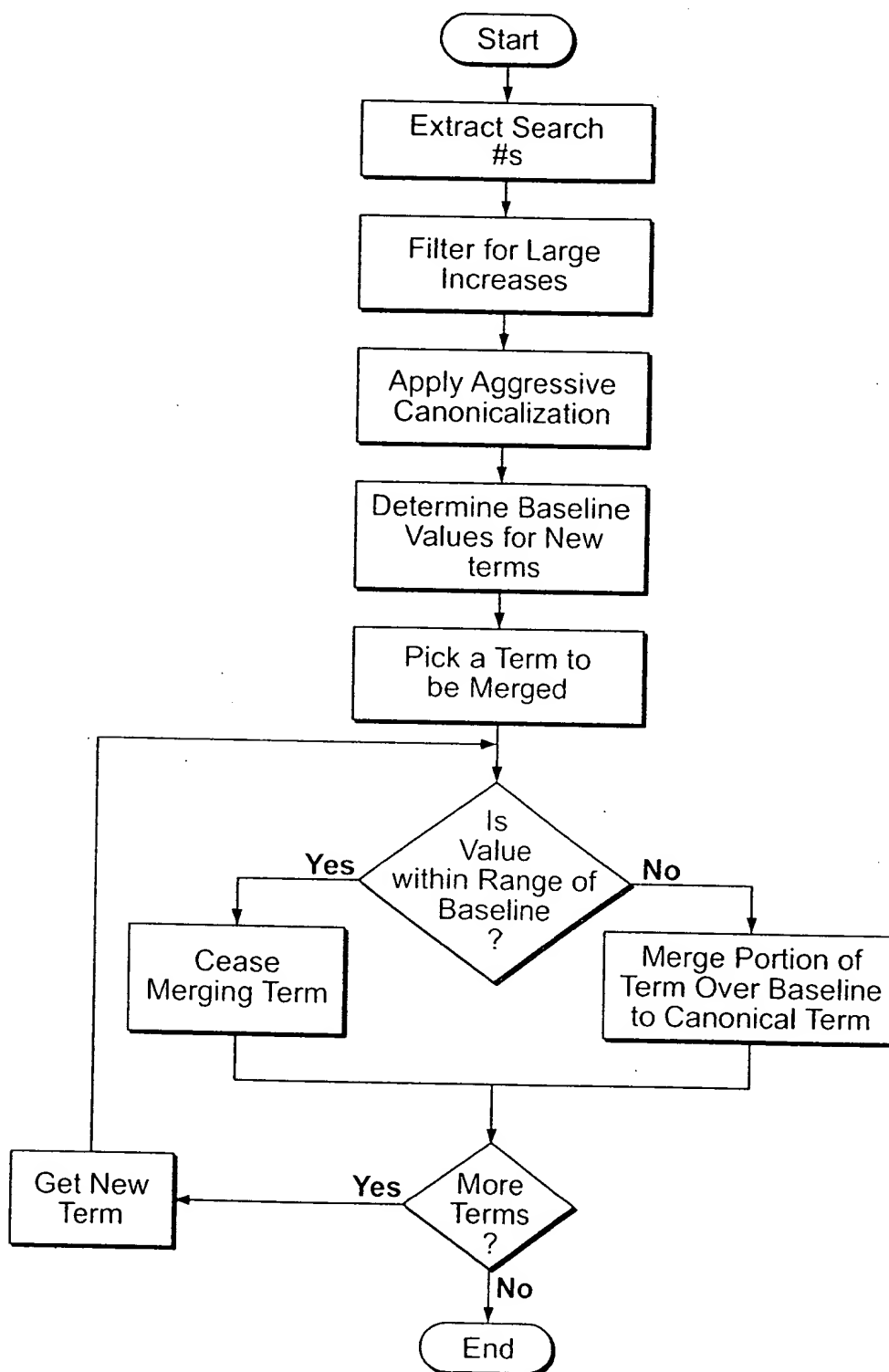


FIG. 6

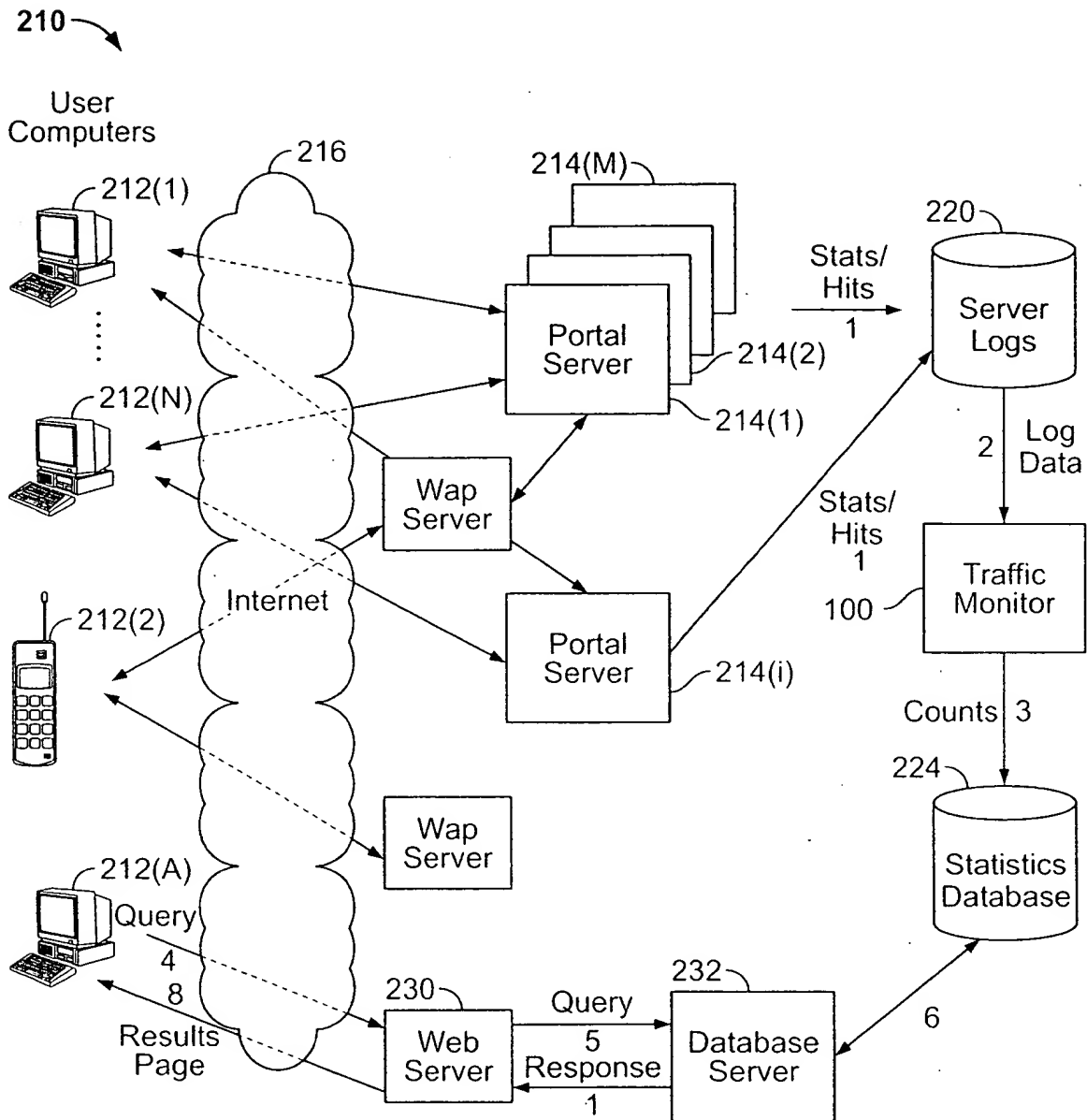


FIG. 7

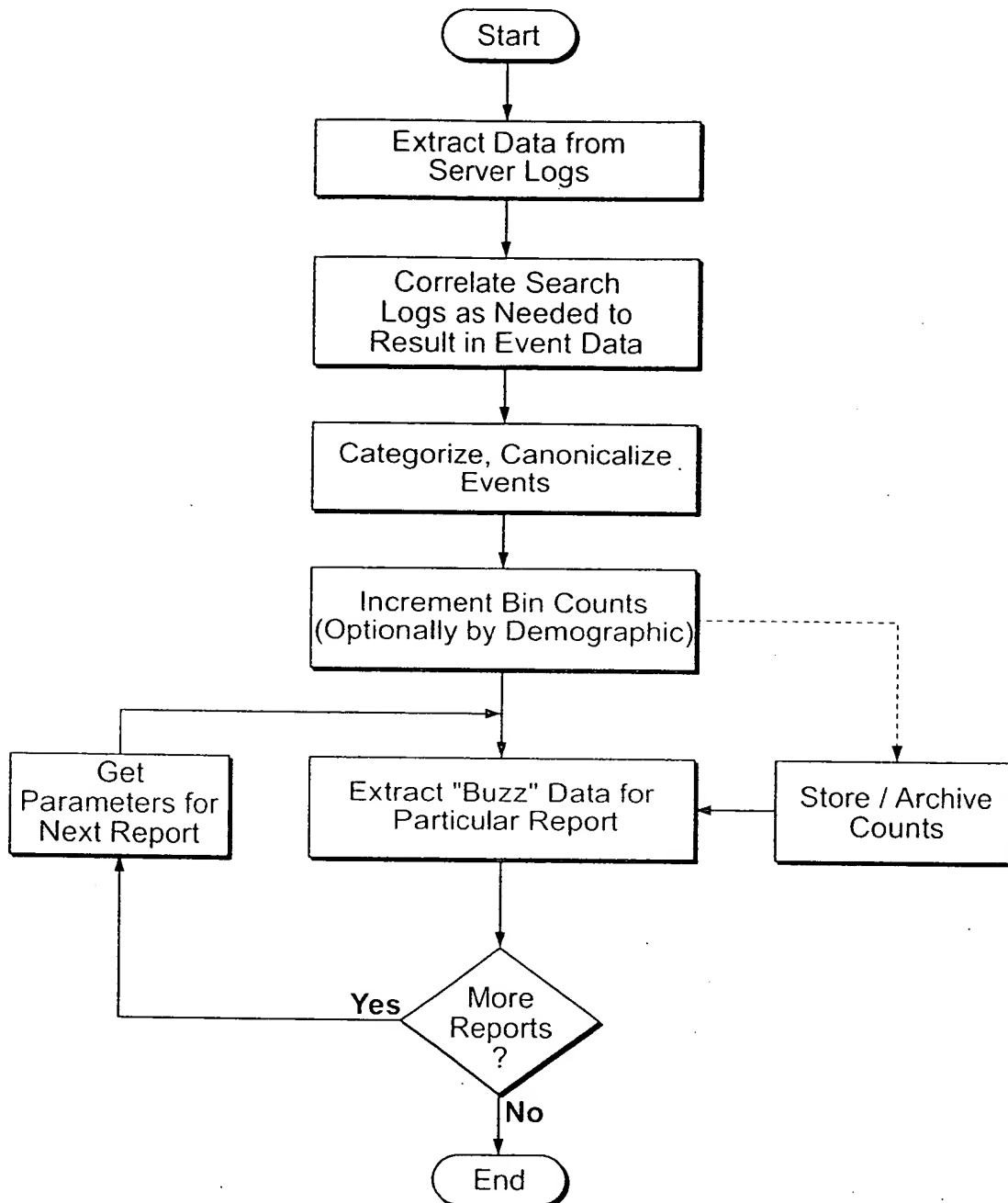


FIG.8

Welcome, user123yahoo! [Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

Buzz Index **What's the Buzz?** **August 12, 2000**

Vertical Market Categories

Overall Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change	Related Links
1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites
2.	northern lights	4.73	+421.31%	News , Categories , Sites
3.	Charlie Chaplin	5.51	+287.98%	News , Categories , Sites

[Show Overall Buzz details](#)

Movie Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change	Related Links
1.	Charlie Chaplin	5.05	+318.55%	News , Categories , Sites
2.	The Yahoo! Story	3.22	+115.89%	News , Categories , Sites
3.	spiderman	1.59	+111.56%	News , Categories , Sites

[Show Movie Buzz details](#)

Music Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change	Related Links
1.	Artist X	2.68	+197.23%	News , Categories , Sites
2.	Artist D	2.85	+140.13%	News , Categories , Sites
3.	The Big Band	2.47	+115.20%	News , Categories , Sites
4.	Popular Teens	12.33	+97.04%	News , Categories , Sites
5.	The Blues Players	2.92	+75.49%	News , Categories , Sites

[Show Music Buzz details](#)

Sports Buzz - Ranked by Change - Daily

Rank	Term	Buzz	Change	Related Links
1.	boxing	12.25	+98.09%	News , Categories , Sites
2.	alpine valley	1.53	+87.74%	News , Categories , Sites
3.	formula 1	19.00	+71.10%	News , Categories , Sites

[Show Sports Buzz details](#)

FIG. 9

YAHOO! Buzz Index

[Yahoo!](#) - [Sign Out](#) - [Help](#)

Welcome, ybuzz!
[Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > Buzz

Search

Vertical Market Categories

- [apparel](#)
- [arts and humanities](#)
- [autos](#)
- [aviation and aeronautics](#)
- [books](#)
- [career employment](#)
- [computers](#)
- [construction](#)
- [education](#)
- [electronics](#)
- [entertainment](#)
- [environment and nature](#)
- [finance](#)
- [fitness and nutrition](#)
- [food and beverages](#)
- [games](#)
- [government and politics](#)
- [health](#)
- [hobbies](#)
- [home](#)
- [military](#)
- [news](#)
- [online community](#)
- [parenting and children](#)
- [personal care](#)
- [pets and animals](#)
- [real estate](#)
- [religion and spirituality](#)
- [science](#)
- [sports](#)
- [telecommunications](#)
- [toys](#)
- [travel and transportation](#)

Top Buzz Words across all categories

Average over

August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Rank	Term	Buzz	Change <input type="button" value="▼"/>	Related Links
1.	formula one grand prix	15.12	+1603.10%	News , Categories , Sites
2.	northern lights	4.73	+421.31%	News , Categories , Sites
3.	bridgette wilson	5.51	+287.98%	News , Categories , Sites
4.	california super lotto	3.76	+273.14%	News , Categories , Sites
5.	super lotto	6.48	+240.41%	News , Categories , Sites
6.	california lotto	10.10	+219.27%	News , Categories , Sites
7.	first union center	3.45	+192.61%	News , Categories , Sites
8.	california lottery	25.07	+188.78%	News , Categories , Sites
9.	young	8.27	+181.25%	News , Categories , Sites
10.	noah bastian	2.87	+169.51%	News , Categories , Sites
Next...		Show 100 Terms	Download Top 500	

FIG. 10

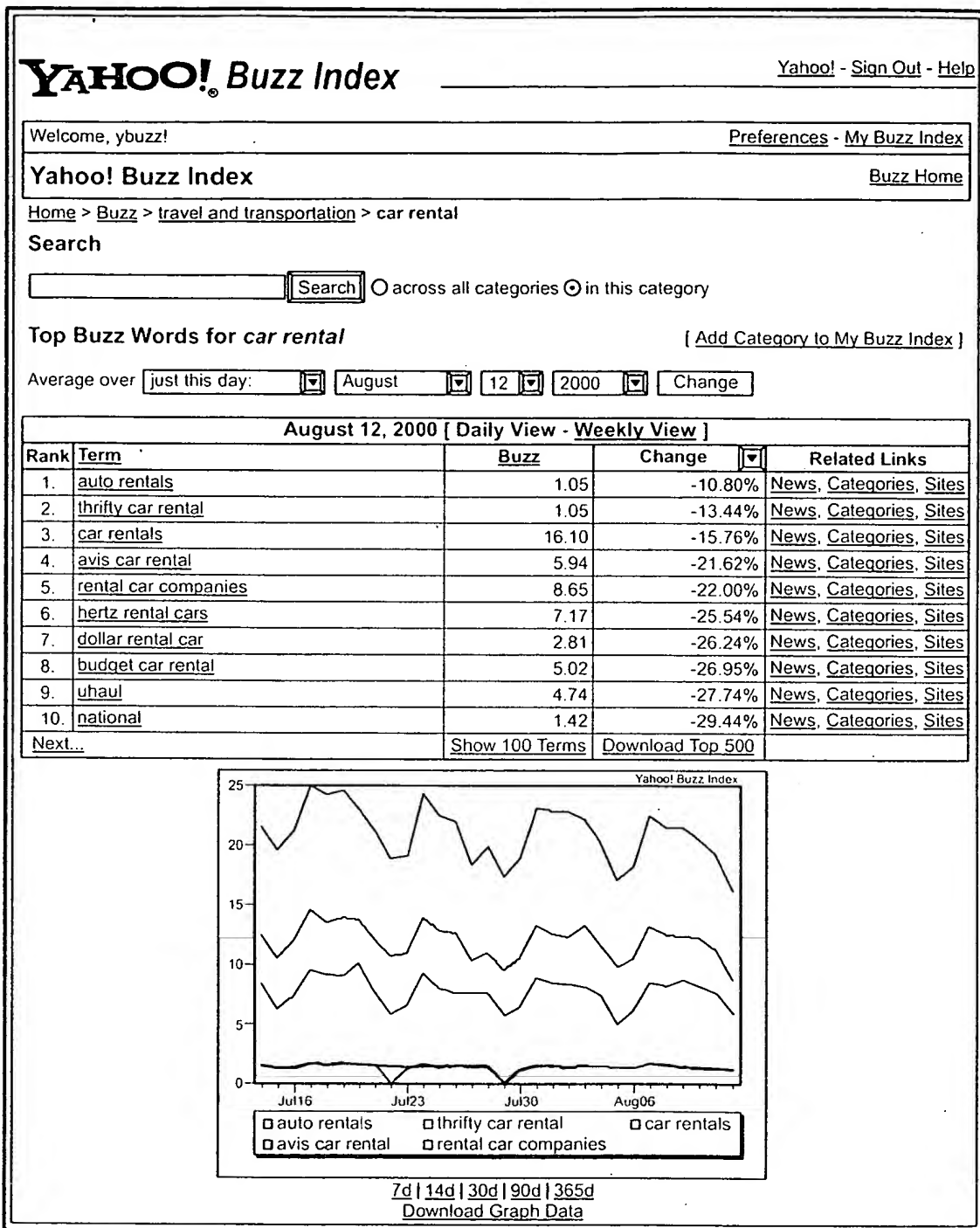


FIG. 11

YAHOO! Buzz Index

[Yahoo!](#) - [Sign Out](#) - [Help](#)

Welcome, ybuzz!
[Preferences](#) - [My Buzz Index](#)

Yahoo! Buzz Index

[Buzz Home](#)

[Home](#) > [Buzz](#) > [entertainment](#) > [music](#)

Search

☐ across all categories
☒ in this category

music

[\[Add Category to My Buzz Index \]](#)

- [alternative and indie](#)
- [blues](#)
- [cajun and zydeco](#)
- [christian and gospel](#)
- [classical and instrumental](#)
- [country](#)
- [electronic](#)
- [entertainment/music/latin](#)
- [experimental](#)
- [folk](#)
- [hardcore punk ska](#)
- [industrial and gothic](#)
- [instruments and education](#)
- [international](#)
- [jazz](#)
- [kids and family](#)
- [metal and hard rock](#)
- [new age](#)
- [r and b and soul](#)
- [rap and hip hop](#)
- [reggae](#)
- [rock and pop](#)
- [soundtracks](#)
- [vocal and theatrical](#)

Top Buzz Subcategories for music

Average over

August 12, 2000 [Daily View - Weekly View]			
Rank	Subcategory	Buzz	Change <input type="button" value="v"/>
1.	kids and family	0.77	+55.25%
2.	soundtracks	2.53	+27.34%
3.	new age	0.79	+27.12%
4.	experimental	0.26	+23.23%
5.	international	19.50	+22.58%
6.	metal and hard rock	14.46	+19.81%
7.	hardcore punk ska	14.20	+19.37%
8.	rock and pop	282.21	+15.46%
9.	christian and gospel	5.14	+15.32%
10.	electronic	6.54	+14.30%

Top Buzz Words for music

[\[Add Category to My Buzz Index \]](#)

Average over

FIG. 12A

REPLACEMENT SHEET

Title: TRAFFIC STATISTICS MONITORING SYSTEM
WITH TRACKING BY CATEGORIES AND TERMS

Inventor(s): Janice YOO et al.

Application No.: 09/654,405

Docket No.: 324212008100

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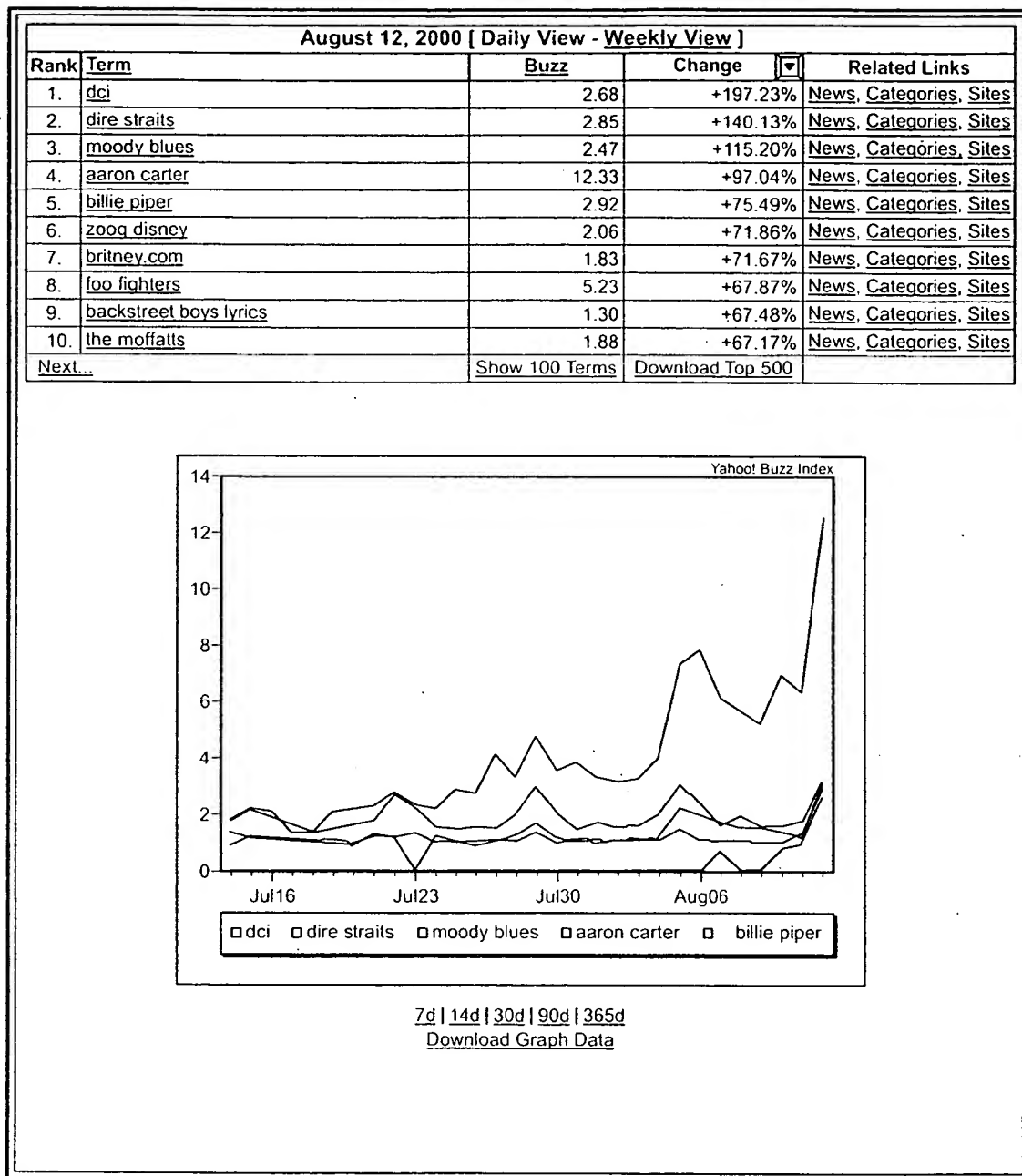


FIG. 12B

YAHOO! Buzz Index
[Yahoo! - Sign Out - Help](#)

Welcome, ybuzz!
[Preferences - My Buzz Index](#)

Yahoo! Buzz Index
[Buzz Home](#)

[Home](#) > My Buzz Index

Search

Current Campaigns
[\[Back to Buzz \]](#)

Average over

August 6, 2000 - August 12, 2000 [[Daily View](#) - [Weekly View](#)]

Graph	Buzz	Change	
<input checked="" type="checkbox"/> Category <u>toys</u>	334.14	+2.87%	[Delete]
<input checked="" type="checkbox"/> Term <u>nike</u> across all categories	13.13	-4.48%	[Delete]
<input checked="" type="checkbox"/> Term <u>reebok</u> across all categories	1.90	+2.25%	[Delete]
<input checked="" type="checkbox"/> Term <u>new balance</u> across all categories	2.10	+5.21%	[Delete]
<input checked="" type="checkbox"/> Term <u>puma</u> across all categories	2.17	-1.45%	[Delete]
<input checked="" type="checkbox"/> Term <u>adidas</u> across all categories	4.74	+3.04%	[Delete]
<input checked="" type="checkbox"/> Term <u>yahoo</u> across all categories	1.46	-2.93%	[Delete]
<input checked="" type="checkbox"/> Term <u>wedding</u> across all categories	9.84	-8.46%	[Delete]
<input checked="" type="checkbox"/> Term <u>decss</u> across all categories	2.33	-7.33%	[Delete]
<input checked="" type="checkbox"/> Category <u>apparel</u>	579.89	+0.52%	[Delete]
<input checked="" type="checkbox"/> Category <u>electronics</u>	387.75	-1.51%	[Delete]
<input checked="" type="checkbox"/> Term <u>honda civic</u> across all categories	3.66	-1.82%	[Delete]
<input checked="" type="checkbox"/> Term <u>honda prelude</u> across all categories	1.45	+4.45%	[Delete]
<input checked="" type="checkbox"/> Term <u>coyote ugly</u> across all categories	37.69	+21.84%	[Delete]
<input checked="" type="checkbox"/> Term <u>christina aguilera</u> across all categories	1.76	+9.33%	[Delete]
<input checked="" type="checkbox"/> Term <u>britney spears</u> across all categories	131.06	+2.03%	[Delete]
<input checked="" type="checkbox"/> Term <u>barnes and noble</u> in category <u>books</u>	16.09	+5.01%	[Delete]
<input checked="" type="checkbox"/> Term <u>amazon</u> in category <u>books</u>	14.46	+0.64%	[Delete]

FIG. 13

REPLACEMENT SHEET

Title: TRAFFIC STATISTICS MONITORING SYSTEM
WITH TRACKING BY CATEGORIES AND TERMS

Inventor(s): Janice YOO et al.

Application No.: 09/654,405

Docket No.: 324212008100

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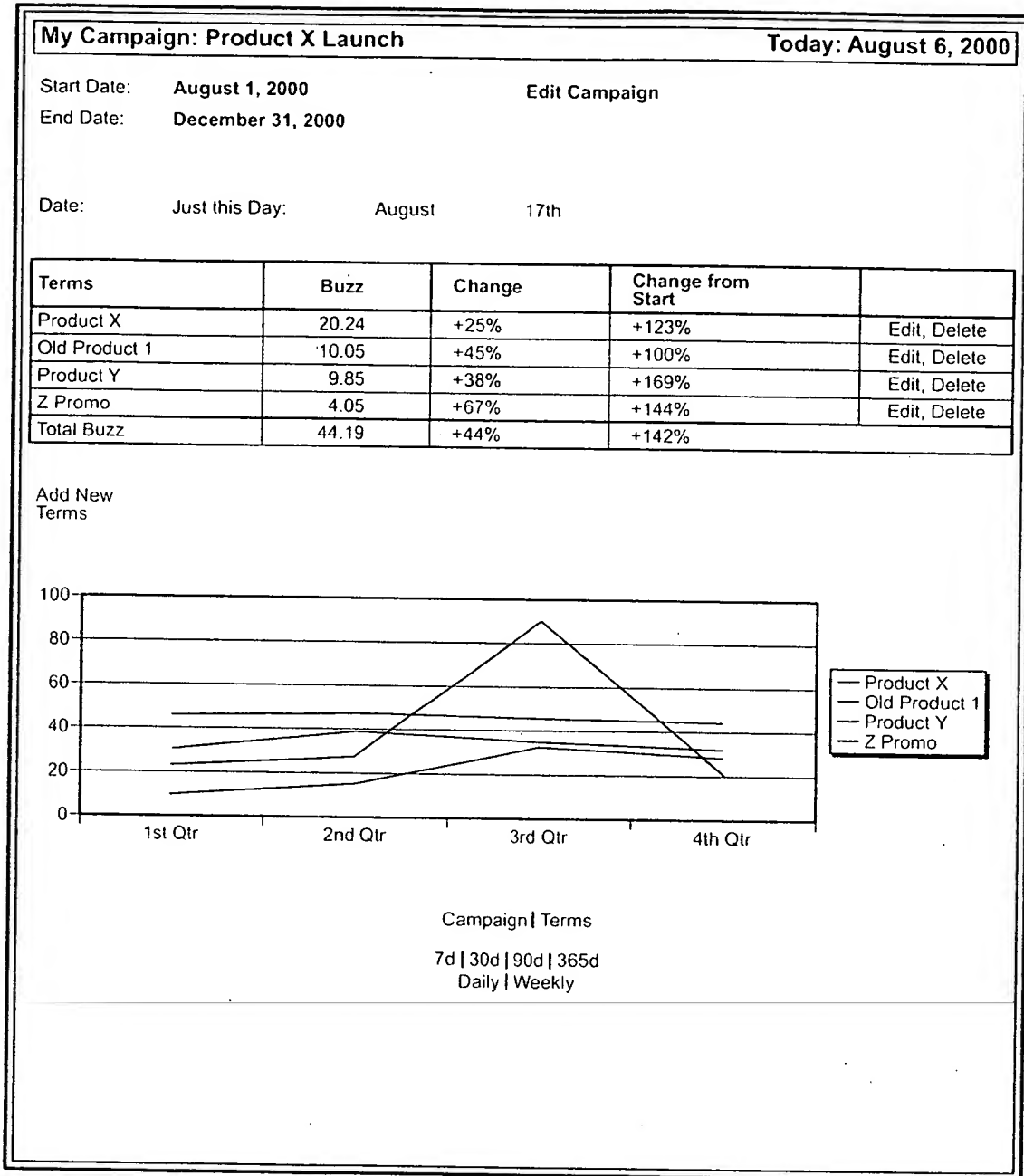


FIG. 14

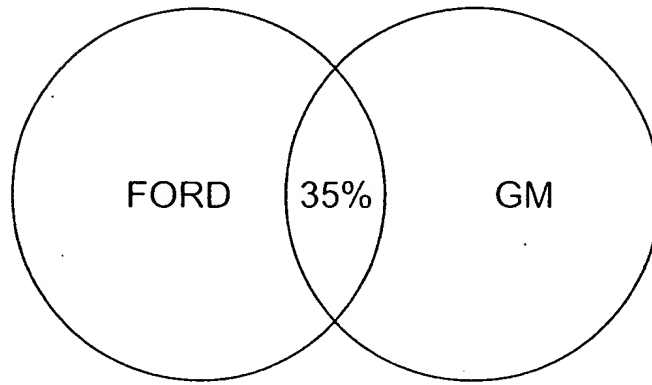


FIG. 15

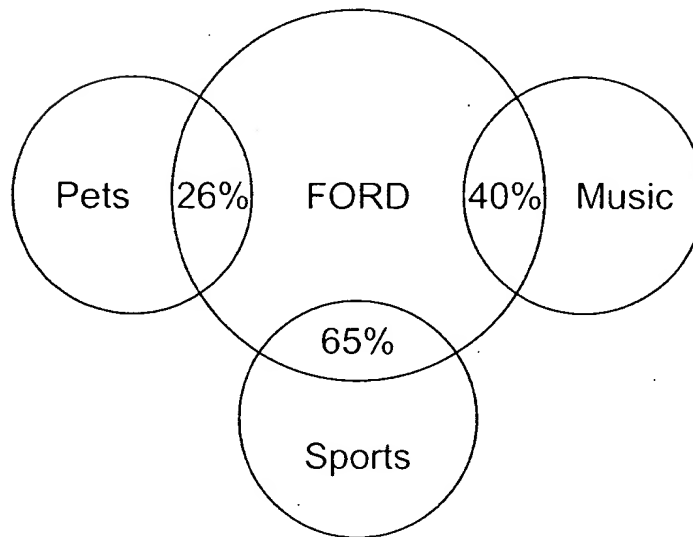


FIG. 16